WORKSHOP
Easy-to-understand language in audiovisual translation and accessibility

Anna Matamala
Anna.matamala@uab.cat
TransMedia Catalonia
Departament de Traducció, d’Interpretació i d’Estudis de l’Àsia Oriental
Universitat Autònoma de Barcelona
Background: the EASIT project in 5 minutes
Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021
How EASIT started

Easy-to-Read  Audiovisual
How it developed

- Mapping
- Skills card
- Materials
- AV?
- Curriculum
- Certification
Results

• Mapping: IO1 report
• Recommendations for AV: IO2 report
• Skills card: IO3 report
  • Expert in Easy-to-Understand Subtitles
  • Expert in Easy-to-Understand Audio description.
  • Expert in Easy-to-Understand Audiovisual Journalism.
• University and MOOC curricula: IO4 report.
• Training materials: IO5 report + platform.
• Certification strategies: IO6 report.
Training materials

PAGINES.UAB.CAT/EASIT

TRANSMEDIACATALONIA.UAB.CAT/EASIT
About this workshop

Based on EASIT training materials

- What is easy-to-understand language?
- Who are the end users of easy-to-understand content?
- What are the basic rules of easy-to-understand language?
- Can we create easy-to-understand subtitles?
- Can we create easy-to-understand audio description?
Video 1

Unit 2-Element 1- Item 1

“Easy-to-understand language, Easy-to-read and Plain Language”, by Christiane Maass

Length: 5 minutes.
Video 2

Unit 2-Element 1- Item 2

“Target audiences of E2U and their needs”, by Sergio Hernández

Length: 7 minutes.
Video 3

Unit 2-Element 1- Item 4

“Basic rules of E2U”, by Sergio Hernández

Length: 6:30 minutes.
Examples from written texts

Inclusion Europe (Easy-to-Read)

https://www.inclusion-europe.eu/category/etr/

Plain Language

https://www.plainlanguage.gov/examples/
Think about the following...

Any information on E2U, ER, EL, PL in your languages and contexts?

Any regulations or recommendations that you are familiar with?

What about end users?

Can this be transferred into subtitling and audio description?
Activity 1

Video provided by Radio Television Slovenia (thanks to Andrej and Veronika).

Raw video ("Activity 1_source video") and raw subtitles ("Activity 1- source subtitles").

How would you create easy subtitles intuitively?

Language will be our focus, but you may want to think how you would approach time coding.
Activity 2

Standard audio introduction by Louise Fryer, provided by Elisa Perego

(Excerpt 1) Welcome to this audio introduction to Slumdog Millionaire directed by Danny Boyle in 2008. It’s based on the novel Q&A by Vikas Swarup with screenplay by Simon Beaufoy. It has a running time of 2 hours, and stars Dev Patel and Frieda Pinto.

Word file provided
Activity 2

(Excerpt 2) Their home is a shack – one of thousands cobbled together from sheets of corrugated iron, painted wooden planks and scavenged cardboard in the teeming Juhu slums - sandwiched between an airport runway, a vast rubbish tip and the railway tracks at the edge of the city. Rubbish litters the slum’s narrow passageways. It’s a patchwork of poverty but rich and throbbing with life – and full of colour – walls are daubed in blue and yellow, the women wear patterned saris of every hue, there are fruit and vegetables for sale at outdoor stalls, and painted statuettes of gods set up in home-made shrines.
Activity 1: possible solution from EASIT

Video lecture and sample by Rocío Bernabé-Caro and Piero Cavallo. Length: 11 minutes.

If you want to know more

• What are E2U subtitles?
  https://transmediacatalonia.uab.cat/easit/unit-3a/element-1/what-are-e2u-subtitles/

• Visual aspects

• Editorial aspects

• Contextual aspects
Activity 2: EASIT solution by Elisa Perego

Audio introduction:

https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/e2u-audio-introductions-ais-a-sample/
If you want to know more...

What is E2U screen AD?
https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/what-is-e2u-screen-ad/

What is E2U audio introduction?
https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/what-is-e2u-audio-introduction/

And many more on EASIT website.
Why are we doing this?

https://transmediacatalonia.uab.cat/easit/unit-1/element-3/the-right-to-understand/

Dominique Kantor speech at the UN. Fundación Visibilia.
Why are we doing this?
What is missing?

RESEARCH
Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d’Universitats i Recerca del Departament d’Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113).

The project **EASIT** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2018-1-ES01-KA203-05275. Texts, marks, logos, names, graphics, images, photographs, illustrations, artwork, audio clips, video clips, and software copyrighted by their respective owners are used on these slides for personal, educational and non-commercial purposes only. Use of any copyrighted material is not authorized without the written consent of the copyright holder. Every effort has been made to respect the copyrights of other parties. If you believe that your copyright has been misused, please direct your correspondence to anna.matamala@uab.cat stating your position and we shall endeavour to correct any misuse as early as possible.

This document and its contents reflect the views only of the authors. TransMedia Catalonia and the funding organisms referred to in this presentation cannot be held responsible for any use which may be made of the information contained therein.

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.
WORKSHOP
Easy-to-understand language in audiovisual translation and accessibility

Anna Matamala
Anna.matamala@uab.cat
TransMedia Catalonia
Departament de Traducció, d’Interpretació i d’Estudis de l’Àsia Oriental
Universitat Autònoma de Barcelona